Do you need video?

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to know if video works for you

- Not every business can benefit from producing video content - for some people, it doesn't make sense
- Creating a video requires more effort than writing an article
- Video is better at catching people's attention, that's why a lot of business are starting to try it out
- **Adding a video to your page its SEO value, and it improves conversions by 70%-80%**
- If you have a product, you can usually benefit from creating a video of how it works
- In order to figure out if video could work for you, answer these questions:
  - Would it be easier for your audience to read your content rather than watch it in a video?
  - Can you afford the cost of producing videos?
  - Can you deliver the value you want by using video?
  - Do you have the time to produce the type of videos you want?
  - Who is your audience? Does your audience consume video? (Younger audiences are more likely to prefer video)